




HELLO  Ringier

Ringier AG  
Communication  
Dufourstrasse 23  
CH-8008 Zurich  
Phone +41 1 259 62 92  
Fax +41 1 259 86 35  
info@ringier.ch  
www.ringier.ch



Annette Ringier | Michael Ringier



Michael Ringier | The ibex of St. Moritz



The ibex of St. Moritz | Alfred Hitchcock



Alfred Hitchcock | Ingrid Bergman



Ingrid Bergman | Gregory Peck



Gregory Peck | Audrey Hepburn

**Schweizer  
Illustrierte  
Zeitung**

4

In dieser Nummer  
beginnt der neue Roman

# Tödlicher Rauch





Marlene Dietrich | Elizabeth Angela Marguerite Bowes-Lyon



Elizabeth Angela Marguerite Bowes-Lyon | Elizabeth Alexandra Mary Windsor



Elizabeth Alexandra Mary Windsor | Jayne Mansfield



Tony Randall | Rock Hudson



Rock Hudson | Marilyn Maxwell

Jayne Mansfield | Tony Randall



Marilyn Maxwell |  
Bob Hope



Bob Hope | Neil Armstrong



Neil Armstrong | Nicolas G. Hayek



Nicolas G. Hayek | Kurt Furgler



Kurt Furgler | Jürg Zbinden



Jürg Zbinden | Saddam Hussein



Saddam Hussein | Jörg Haider



# Contents

10	The publisher
12	The artist
16	Results
18	Key figures
20	Profit and loss account
22	Ringier Switzerland
28	Ringier Europe
32	Ringier Asia
34	Ringier Print
38	Human Resources
40	Management
42	Participations
46	Publications and circulation
48	Locations



Jörg Haider |  
Wolfgang Schüssel

Wolfgang Schüssel |  
Romano Prodi



Romano Prodi |  
Guy Verhofstadt



Guy Verhofstadt | Eddy Merckx

# The publisher

“How often in its history did Ringier not ultimately fail to implement its corporate strategy with some consistency and lasting effect.” After close to twenty years at Ringier, I can attest to the veracity of this excerpt, taken from a preliminary report on Ringier’s corporate history, the result of two years of hard work by three Bern University historians. Far from being perfect, our firm nevertheless looks back proudly on 170 years of corporate history – and as a family-owned company at that.

Under present economic circumstances, the results we generated in our 169th year can be considered reasonably satisfactory – even considering that part of the higher net profit came from one-time gains realized from the sale of a minority share in Lucerne’s regional newspaper. Selling an interest that had outlived its strategic usefulness at the right time can be good management too.

I refuse to chime in with the hordes crying the blues about the state of our economy. You can’t be part of a 170-year-old company without gaining some perspective. I have personally experienced at least three slumps – even though this one seems worst of all. Instead, I take heart from the fact that our fairly decent 2002 results are the fruit borne by certain long-term decisions which were anything but easy to make at the time and took considerable follow-through.

Without a doubt the most far-reaching among them, made in 1991, was to expand into Central and Eastern Europe at a time when our own situation was less than enviable: Switzerland’s economy was performing poorly and we were saddled with an oversized investment in printing in the US.

After much hard work, the sixteen-page business newspaper we launched in what was then Czechoslovakia, has since grown into Czech Republic’s, Slovakia’s, Hungary’s and Romania’s leading publishing house. That we actually considered getting out of Hungary in the mid-’90s after years of failure, is as much part of our history as attempts in Romania at growing too fast too soon, and losing much money in the process.

But a strong belief in our company’s destiny, the opportunities awaiting us in Central and Eastern Europe and our ability to learn from mistakes, have finally paid off. Last year’s close to CHF 220 million highly profitable sales amply



Eddy Merckx |  
Elias De Schepper



Elias De Schepper | Werner De Schepper



Werner De Schepper |  
Alex Capus



Alex Capus |  
Peter Ustinov

testify to the patience and skill, together with a goodly measure of luck, that went into this historic achievement. Today we are considered international publishers – even if we are not among the biggest players in that group.

Our television strategy, too, has been criticized vehemently and often. But with the responsibility of CHF 40 million in sales, and a budgeted profit, we have become Switzerland's biggest privately-owned television enterprise by far, without putting an unacceptable strain on our resources. We create programming under many different conditions, but never at any price. Commitment and drawing the necessary consequences are brothers under the skin, but success ultimately depends on the latter because, unlike commitment, it reacts to changing conditions in a timely fashion.

Sadly, the ability to draw consequences is as essential in today's economic circumstances. We hesitated a long time before, as a last resort, we made cuts in our workforce. After all, staying in business for 170 years without a measure of respect and trust between employees and owners is simply not possible. But we do take some small pride in the fact that no employee of ours has ever fallen victim to the bad planning, delusions of grandeur or mismanagement that characterized the happy-go-lucky '90s. Nevertheless, we had to face present economic realities – not for the first time in our history. "Editorial costs are extraordinarily high. Unless they can be lowered significantly, the future will bring massive losses." This passage was taken from board of directors' minutes in 1962. They refer to problems with Blick three years after it was launched.

Blick is still going strong. So is Ringier the company: since 1962, more than a thousand employees have celebrated their 25th anniversary at our firm. And even though times will be difficult for a while to come, we are optimistic that many more such anniversaries will be celebrated in the future. The reason may well be another lesson we can learn from our corporate history: "Even though Ringier has made many major investments, until the mid-'60s it did so without outside capital." A solid financial footing was a virtue then and is one now.

Michael Ringier



Peter Ustinov | Kirk Douglas



Kirk Douglas | George C. Scott



George C. Scott | Harry Hamlin



Harry Hamlin | Dmitri

# HELLO Ringier

My name is Aleksandra Mir, I am an artist and I have been asked to make your annual report this year. Here it is.

The artwork on these pages is based on an ongoing research project of mine entitled HELLO that I have already produced and exhibited on seven occasions and in as many cities around the world. In principle, HELLO is a visual daisy chain, connecting people throughout the world and the history of photography. Each person appears twice, in two different photos, with two different people, so that each added image is an answer to the preceding one, and poses a question to the next. It is a simple idea, but given all the variables the project grows immensely complex and easily becomes a lifetime commitment, theoretically encompassing the whole photographed population of Earth.

HELLO is always produced with the help of local resources and assistance, the composition of which varies greatly, but which always imprints itself and becomes an inevitable part of the resulting work. Over my two months residency here at the Ringier offices in Zurich, I was offered a chance to explore the structure of the corporation, meet and interact with the people who work here, dive into the gold mine of the photographic archives. I also made day trips around Switzerland to investigate further leads through the natural course of people's lives, or to link with external resources. It has been very interesting.

The in-house photographic archive of some 10 million images (nobody really knows how many there are in the basement) is a strange, beautiful and deeply unpredictable land, in constant negotiation with itself and the external world. On a pragmatic level, it is simply the collection of past news stories, quietly filed away, in most cases never to be discovered again. But when things are pulled from the past to briefly comment on the present, something truly magical occurs. Traces of past technology, such as pre-Photoshop editorial markings in red crayon on b/w photos, meet the glaring color saturation of a fully digitally produced image. Between the two, a baby has grown into an adult woman and has a child of her own.

One of the greatest pleasures in the course of creating this work is, for example, to first find a fantastic photograph, such as the early 70's image of pop star Toni Vescoli holding his newborn baby daughter Natalie on his guitar. Then, two days later, to be sitting on a train on my way to a small town I have never even heard of before, and be picked up

12



Dmitri | Ursula Address



Ursula Address | Anna Reinhard



Anna Reinhard | Robert Treichler

at the station by Natalie herself, meeting her family in turn and browsing through her own more recent albums at her kitchen table. After a mutual brainstorming session to decide on where the lead could go next, a call is placed to her neighbor, writer Nicolas Lindt, connected via their playing children, and leading directly to a photo of him with The Edge from U2. This picture was taken during an interview for Schweizer Illustrierte, at U2's world tour concert in Gothenburg, Sweden in 1986. And as Gothenburg happens to be town where I grew up, later, back in the archive, I find myself on a crowd photo from that very concert. It is crazy.

Another route could be followed by starting off at the local library in St. Moritz, with photos of Charlie Chaplin and Douglas Fairbanks posing together with their local ski instructor. Then, following through with these celebrities visiting Switzerland again and again over time and eventually relating a news story produced further in-house by Ringier journalist and photographer Joseph Ritler, whom I later connect with on the phone and who sends me more of his personal pictures. With all of this, I have relied heavily on the guidance, translation, anecdotes and personal interest of many Ringier employees, who have considerably shaped the outcome of the work, as have all other public, private and external contributors whom I thank dearly at the back of this publication.

Spending time on location in Switzerland seems to call for the development of a national theme. But if anything, this project proves the impossibility of stating the coherence of any community at all, instead following the irregular and sprawling flow of people's dispersed relations through time and place. Hollywood of course, will always be a shared nucleus for everyone on this Earth. But as a joke on the improbability of coherence perhaps, a strange local theme has still managed to occur quite spontaneously in the course of making this version of HELLO. Winter sport, in fact and fiction, through celebrities and regular people, enjoying the best of what Switzerland has to offer. So have I.

Thank You.

Aleksandra Mir, Zurich, March 2003



Robert Treichler |  
Bruno Ganz



Bruno Ganz | Dennis Hopper



Dennis Hopper | Peter Fonda



Die Harley-Karavane zieht vorbei am Schloss Ryburg im Zürcher Oberland.



war dabei am Schweizer «Love Ride»

# Peter, Emilie und ich auf der Sonntagsfahrt in die Freiheit



Peter Fonda mit seiner Liebsten. Über «Love Ride» wurde zum «Love Rider».



**DÜBLINGHÖRER ZH** – Der liebe Gott muss ein Freund der Harley-Davidson und ihrer Fans sein! Wie sonst hätte er das Hässliche von Hella für hässlichste Mitmenschen gemacht. Wie sonst hätte er dafür sorgen, dass der Schweizer Hässliche über die Jahre hinweg von den Liebsten zu einem Partner im Leben wird?

regnet für eine der Rides aus Los Angeles losgezogen. Und sein sich der Schwärze auf eine «For Boy 93», ein «Love Ride» um den Kopf geschoben. Ein Leben auf den

Freizeitlich gepunktet. Wohl aber ein solches Karneval vor ihrem Mann als Nebenwagen. Passagier in noch hoch zu einer Schicht an «Friede, die können dir die Namen der Zwillinge anrufen lassen.

Unter den Füssen vibriert die Harley. In meinem Hintern kribbelt es. Im Blick lassen Schmelzlinien:

**35 Kilometer sind «just wonderful»**

Ich gehe jede Kurve, jede Landstraße. Ich spüre wie mich der Wind streift, doch wie mich die Sonne küsst. Ich sehe bühnen Oberfläch wie eine glatte Gesicht-Straße auf mich zukommen und Gefahr. Ich bin, bewegt von Faltenwind, zuweilen ich meine freigelegten Ges. Oh Himmel oder Berg, Pfad oder Kalle, alle schenken mich zu perfekt. Die 54 PS schenken mich mir – weg vom hektischen Alltag, hin in ein angenehmes Leben.

Die 35 Kilometer sind viel zu weit, wobei ich zu viel wünsche, sagt auch Peter Fonda.

Wieso haben Peter Fonda, Dennis Hopper und Jack Nicholson, die Hauptdarsteller im Kultfilm «Easy Riders, Ruck-Ruck» (1983) starren müssen? Wah, ich habe es doch selbst gespürt: Der Traum von der Freiheit lebt weiter auf einer Harley!



In Fahrt: Walter Schwarz (Mitglied) und Freundin Corina Lippin, zwei Schwab-Lilien am rechten Handgelenk.

Mit Fonda kam Emilie Lieberherr (78). Die perennierend ältere Stadlerin zeigt weder Scheu vor dem unkonventionellen (Kette der Harley-Davidson noch vor einer Toffel) und schon gar nicht vor Star-Fonda. Denn 1962 hat sie als «Easy Riders» Peter Fonda (56),

Bericht aus Italien: Manja standen vor die – die Peter Fonda –

## Peter Fonda – Schelte von Emilie

John und Marlon und ihrem gemeinsamen Modellen. Die Modelle so bunte, macht in Jahrgang und Aussehen wie die Modellen. Hier eine klare Bilders und der eine «Wife» Gläubig, jedes eine «Schelte» und links eine «Wife» Hella. Dann hat sie 7500 Schweizer Franken.

**Offiziell bewilligt**

### Tausch der 5-Franken-Gedenk-münze "Gothardbahn" gegen einen normalen Fünfzöcher

- Ähnliche Münze von 1982
- Heutiger Marktwert: Fr. 22.
- Über 300% Wertsteigerung
- Mit Überraschung, die Sie keineswegs nicht kostet!

**mit Fr. 5.-**

**Bestell-Coupon**

Ja, auch ich möchte die 5-Franken-Gedenk-münze "Gothardbahn" gegen einen normalen Fünfzöcher tauschen. Dazu würde ich obige persönliche Rechnung einlegen. Ich bestätige hiermit, dass ich die Münze in gutem Zustand und ohne Beschädigungen an Sie zurücksenden werde. Ich bestätige hiermit, dass ich die Münze in gutem Zustand und ohne Beschädigungen an Sie zurücksenden werde.

**Personalien**

**Name:** \_\_\_\_\_

**Titel:** \_\_\_\_\_

**PLZ:** \_\_\_\_\_

**Strasse:** \_\_\_\_\_

**Postfach:** \_\_\_\_\_

**Telefon:** \_\_\_\_\_

**Stadt:** \_\_\_\_\_

**Kanton:** \_\_\_\_\_

**Land:** \_\_\_\_\_

**Bestellort:** \_\_\_\_\_

**Bestellzeit:** \_\_\_\_\_

**Bestellnummer:** \_\_\_\_\_

**Bestellpreis:** \_\_\_\_\_

**Bestellfrist:** \_\_\_\_\_

**Bestellort:** \_\_\_\_\_

**Bestellzeit:** \_\_\_\_\_

**Bestellnummer:** \_\_\_\_\_

**Bestellpreis:** \_\_\_\_\_

**Bestellfrist:** \_\_\_\_\_



Alle Ausdauer dabei: Jerry-Medel (Mitglied) mit ihrem Freund Mike und ihrer Nichte Natasha (7). Links: Melanie (5), die Eiselein von «Indianer» Amy Barr.



Schelte von Emilie (Mitglied) mit ihrem Freund Mike und ihrer Nichte Natasha (7). Links: Melanie (5), die Eiselein von «Indianer» Amy Barr.

# Finland erstmals Weltmeister

**Chappi kommentiert Bundesliga-Knüller**

# Blick

UNABHÄNGIGE SCHWEIZER TAGESZEITUNG

Montag, 8. Mai 1995 Fr. 1.50

**FLEXI** auf Seite 13

# Villiger entschuldigt sich bei den Juden

**BERN** – Bundespräsident Kaspar Villiger hat sich gestern bei den Juden für die Ereignisse von 1938 entschuldigt. Villiger, der die Gesandtschaft zum

## Nachrichten

### Chirac hat's geschafft

**PARIS** – Jacques Chirac hat die erste französische Staatspräsidentenwahl gewonnen. Der sozialistische Bürgermeister von Paris gewann die Stichwahl gegen den Sozialisten Jospin. Chirac bekam nach Hochrechnungen 52,5 Prozent der Stimmen. **SAF 13:4**

### Vertrag wird verlängert

**NEW YORK** – Der Atomwaffenvertrag, mit dem die Ausweitung atomarer Rüstung verhindert werden soll, wird vermutlich abgelehnt verlängert.

### Keine Waffenruhe

**MOSKAU** – Tschetscheni-Waffenruhe, nachdem waren der Vertrag zum 31. Dezember der demnächst Kapitulation, ging der König in Tschetschenien gewalt weiter.

### Scharf auf Italiener

**ZÜRICH** – Die Schweiz sind nicht mit Mussarelli. Nur Unwissenheit und Biederkeit werden den recht mehr verkauft und gegessen als die Italiener oder Pizzen. **SEITE 5**

### Fernseh-Tip des Tages

**Mattias Guldigen** lässt Sie auf waschen Dreierler «Deutschland» die Non-Su aus (ZDF 20.15 Uhr).

### Blick

**BLICK-TV** Spies am 19.25 und 23.11 Uhr auf SF DRS. Mehr über TV: LETZTE SEITE

**Auspuff HUBER**



**Finland erstmals Weltmeister**  
Aki Kaurismäki siegt über seinen direkten Gegner gegen die Schweden.



# Martina: Doch noch Final-Sieg

**Rominger: Schrecksekunde auf der Siegesfahrt**



**Martina: Doch noch Final-Sieg**  
Gegen Conchita Martinez (r.) reichte es für Martina Hingis (l.) nicht zum Sieg, aber im Doppel mit Gigi Fernandez.

# Mord an Arztfrau

# Es war ein Gynäkologe

**BERN** – Der Mord an der 31-jährigen Arztfrau Beatrice Steger ist poliert: Der Täter ist ein Gynäkologe. Die verdächtige Färbung der lebenslangen Beatrice war am Dienstagabend im Berner Forensikum gefunden worden (Sonntagsblick 11.5. berichtete). Der Täter liess die sterblichen Überreste der erst Mitwache verstorbene Frau im Katholische gesteckt. 19 Stunden nach Entdeckung der Leiche verhielt die Polizei einen Arzt – einen Privatmann des Opfers. **WEITER SEITE 2**



**Emilie: Einen Tag lang Easy Rider**  
Emilie Lieberherr posiert mit «Easy Rider»-Darsteller Peter Fonda vor dem Start zum grossen «Love Ride»-Touren. Mit ihrem jungen 25000-Liter-Motorrad-Fond vor dem Start des 3. «Love Ride»-Switzerland. (ZHR) Perseus

# Schweizer Geiseln sind frei

**SARAJEVO** – Freie für vier geiseln (Franken: Maria Wernle-Maffe (53) und 31-jährige Gerber (38)), die Schweizer Geiseln in den Händen der bosnischen Serben, sind auf dem Weg zurück in die Schweiz. Gegen Bezahlung einer Kaution von einigen tausend Marko, so das Aussermilitärisches in Bern, kamen die beiden am Samstagabend nach Hüttingen und endlich frei. Vermittelt hat die Rettung das Oberhaupt der serbisch-orthodoxen Kirche, Patriarch Pavle. Auch die serbisch-orthodoxen Pfarrer von Zürich verhandelte vor Ort für die beiden Mitarbeiter der ökonomische Schweiz Schweizer, die am 3. April bei Sarajevo verhaftet wurden waren.

**Geldwelle**  
6. Welle – 8. Tag  
16 62 41  
Die Zahlen von SonntagsGLÜCK 46, 28, 5, 44

**Auspuffanlagen KAMATT**  
25% Sofort-Montage (ohne Voranmeldung)

## Results 2002

The FER accounting principles apply unchanged. All domestic and foreign companies of which Ringier owns more than 50 percent, directly or indirectly, have been consolidated in these accounts. Our 50 percent share in Betty Bossi Verlag AG, Zurich, previously fully consolidated, was quota-consolidated from January 1, 2002, as were our holdings in SC Editura Bauer-Ringier SRL, Bucharest and in Sat.1 (Schweiz) AG, Zug. Periodic results from significant minority holdings are recorded proportionately. Results of publishing activities in Vietnam are not included.

Mainly because of the change to quota-consolidation of Betty Bossi Verlag AG, the Group's 2002 turnover declined by CHF 29.6 million, or 2,8 percent. In spite of the economic slump and concomitant drop in advertising budgets, not counting the Betty Bossi change, publishing earnings in Switzerland declined by a mere 4.0 percent. Our Print Division suffered the effects of reduced exports, due in part to the stronger Swiss franc. By contrast, turnover in Central and Eastern Europe got a major boost because of growth through acquisitions and strong market share gains for existing products.

Declining raw materials prices, the Betty Bossi Verlag AG consolidation change, lower magazine and newspaper volumes and the savings drive launched in Switzerland in 2001, caused the year-on-year reduction in expenditures (3,5 percent, to CHF 32.6 million) to be greater than that in turnover. After-tax profits rose by 12,6 percent, to



Emilie Lieberherr | Carl XVI Gustaf Bernadotte



Carl XVI Gustaf Bernadotte |  
Silvia Sommerlath



Silvia Sommerlath | Mickey Mouse



CHF 39.2 million. Cash flow increased slightly, by 2,5 percent, to CHF 124.1 million. Comparing favorably with the previous year's 3,3 percent, our profit margin was 3,8 percent, in spite of a negative market environment, and our 12 percent cash flow rate is up considerably over the previous year.

At CHF 78.5 million, investments were well below the previous year's CHF 102.2 million. One major investment was our acquisition of a 49 percent share in Slovakia's leading daily newspaper, Novy Cas. All our investments were self-generated and, as was the case in previous years, those in new products or markets were not activated but charged directly against the profit and loss account.



Mickey Mouse | Farah Diba



Farah Diba | Mohammad Reza Shah Pahlavi



Soraya Esfandiari-Bakhtiari |

Mohammad Reza Shah Pahlavi | Soraya Esfandiari-Bakhtiari

# Key figures

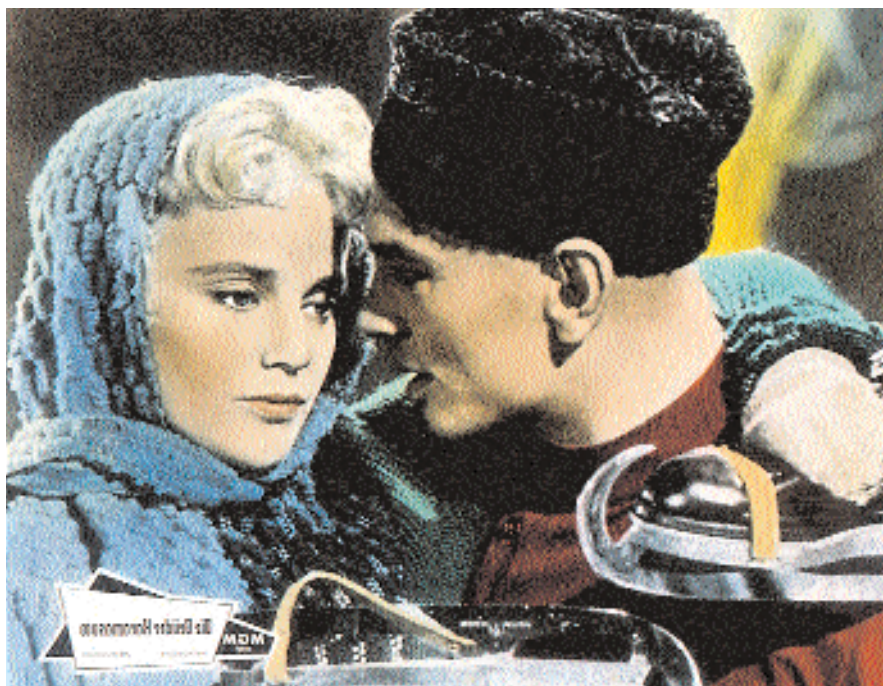
	mio. CHF 2002	mio. EUR 2002	mio. CHF 2001	Change in %
Sales volume, Publishing Switzerland	582.6	399.1	635.3	-8,3
Sales volume, Europe	167.6	114.8	145.0	15,6
Sales volume, Asia	44.1	30.2	39.2	12,5
Sales volume, Print Switzerland	239.0	163.7	243.4	-1,8
<b>Total</b>	<b>1033.3</b>	<b>707.8</b>	<b>1062.9</b>	<b>-2,8</b>
<b>Cash flow</b>	<b>124.1</b>	<b>85.0</b>	<b>121.1</b>	<b>2,5</b>
Cash flow in % of sales volume	12,0		11,4	
<b>Annual profit after taxes</b>	<b>39.2</b>	<b>26.8</b>	<b>34.8</b>	<b>12,6</b>
Annual profit after taxes, in % of sales volume	3,8		3,3	
Investments	78.5	53.8	102.2	-23,2
<b>Employees</b>	<b>5419</b>		<b>6079</b>	<b>-10,9</b>



| Maximilian Schell



Maximilian Schell | Maria Schell



Maria Schell | Yul Brynner



Yul Brynner | Sean Connery



Sean Connery | Roger Moore

**Cash flow**

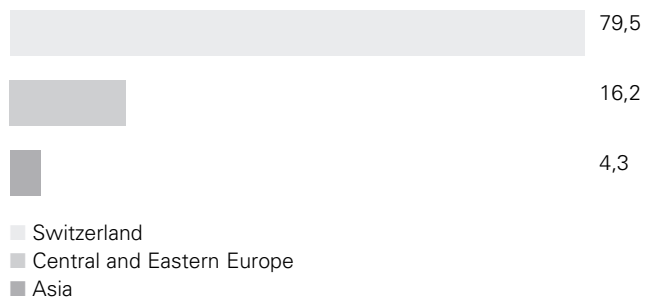
Total in CHF million

Year	Profit after taxes	Depreciation	Total
2002	84.9	39.2	124.1
2001	86.3	34.8	121.1
2000	68.9	50.4	119.3

- Profit after taxes
- Depreciation

**Sales shares by country**

in percent



Lynn Holly Johnson | Prince Charles



Prince Charles | Sarah Ferguson

Roger Moore | Lynn Holly Johnson

# Profit and loss account

	mio. CHF 2002	mio. EUR 2002	mio. CHF 2001	Change in %
<b>Income</b>				
<b>Total income</b>	<b>1033.3</b>	<b>707.8</b>	<b>1062.9</b>	<b>-2,8</b>
Magazines, newspapers	596.4	408.5	602.7	-1,0
Commercial printing	269.8	184.8	269.7	0,0
Electronic Media	26.2	17.9	30.4	-13,8
Betty Bossi	38.3	26.3	68.1	-43,8
Miscellaneous	102.6	70.3	92.0	11,5



Sarah Ferguson | Diana Frances Spencer



Diana Frances Spencer | Eileen Getty



Eileen Getty | Chris Wilding



Chris Wilding | Elizabeth Taylor

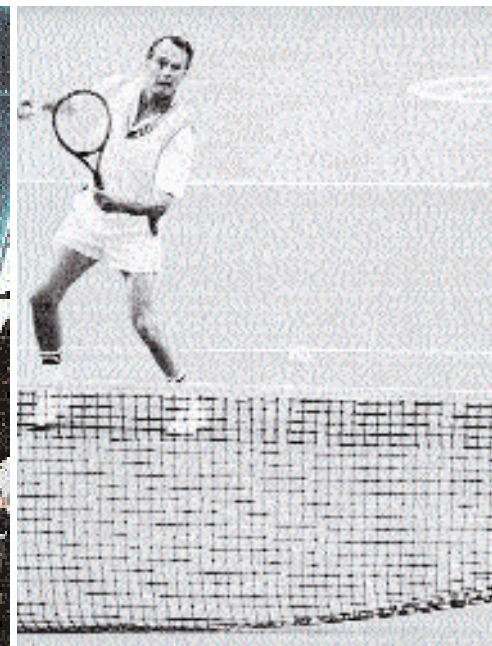
	mio. CHF 2002	mio. EUR 2002	mio. CHF 2001	Change in %
<b>Expenditure</b>				
<b>Personnel</b>	<b>353.6</b>	<b>242.2</b>	<b>360.1</b>	<b>-1,8</b>
Salaries	295.9	202.7	301.0	-1,7
Social security benefits	46.2	31.6	44.3	4,3
Miscellaneous personnel costs	11.5	7.9	14.8	-22,3
<b>Materials and outside services</b>	<b>270.9</b>	<b>185.6</b>	<b>290.0</b>	<b>-6,6</b>
Printing stock	154.2	105.6	149.0	3,5
Ink	16.4	11.2	17.0	-3,5
Other materials	19.1	13.1	15.3	24,8
Outside services	74.1	50.8	95.7	-22,6
Miscellaneous market expenditures	7.1	4.9	13.0	-45,4
<b>Editorial offices, publishing, transportation, advertising</b>	<b>190.9</b>	<b>130.8</b>	<b>198.4</b>	<b>-3,8</b>
Fees to editors	39.9	27.3	39.5	1,0
Transportation	71.9	49.3	77.6	-7,3
Advertising	64.3	44.1	65.2	-1,4
Miscellaneous publishing	14.8	10.1	16.1	-8,1
<b>General expenditures</b>	<b>93.8</b>	<b>64.2</b>	<b>93.3</b>	<b>0,5</b>
Rental fees, energy, repairs, maintenance	24.1	16.5	29.2	-17,5
General administration	58.3	39.9	52.6	10,8
Taxes, interest	11.4	7.8	11.5	-0,9
<b>Total expenditure</b>	<b>909.2</b>	<b>622.8</b>	<b>941.8</b>	<b>-3,5</b>
<b>Cash flow</b>	<b>124.1</b>	<b>84.9</b>	<b>121.1</b>	<b>2,5</b>
<b>Depreciation</b>	<b>84.9</b>	<b>58.2</b>	<b>86.3</b>	<b>-1,6</b>
<b>Profit after taxes</b>	<b>39.2</b>	<b>26.8</b>	<b>34.8</b>	<b>12,6</b>



Elizabeth Taylor | John Warner



John Warner | George W. Bush

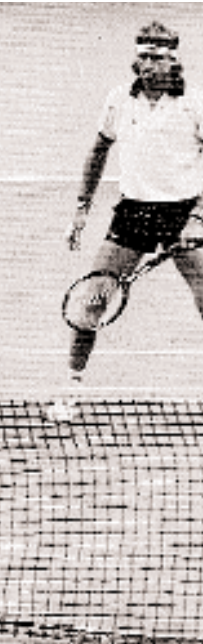
George W. Bush |  
George Bush

George Bush |

# Ringier Switzerland

The global economic slump made 2002 a difficult year for Ringier Publishing Switzerland. Year on year, advertising space sales among Switzerland's major newspapers declined 25 percent and at an average of ten percent, magazines did little better. Fortunately, our titles performed better than most: thanks to a solid piece of the reader market and less exposure to job ad revenues, our magazine and newspaper ad sales declined less than the industry average. With advertising sales down some 25 percent, our business title Cash bore the brunt of the slump. At the same time, all our titles successfully defended their position in the readership market. The gain in reach of most of our magazines is cause for satisfaction in these difficult times.

The sale of half of our interest in Betty Bossi Verlag AG, to retailer Coop in 2001, entailed quota-consolidation of its results beginning in the current business year and a concomitant reduction in reported turnover of considerably more than CHF 30 million. Working with the Coop Group was off to a promising start as Betty Bossi turnover rose considerably.



Björn Borg |  
Lise Marie Morerod



Lise Marie Morerod | Hanni Wenzel



Hanni Wenzel | Andreas Wenzel

**Turnover Switzerland**

Total in CHF million

2002	67.7	25.2	38.3	27.3	201.7	222.4	582.6
2001	61.6	26.0	68.1	33.9	215.7	230.0	635.3
2000	47.9	24.3	62.9	41.3	216.1	232.5	625.0

- Magazines
- Newspapers
- Economic Media
- Betty Bossi
- Television
- Various



Andreas Wenzel | Max Julien



Max Julien | Michela Figini



Michela Figini | Pirmin Zurbriggen



Pirmin Zurbriggen | Snowman

Turnover Newspapers				Total in CHF million
2002	5.1	90.2	106.4	201.7
2001	5.1	101.2	109.4	215.7
2000	4.8	101.6	109.7	216.1

■ Sales  
 ■ Advertising revenues  
 ■ Various

## Newspapers

In our Newspaper Department, 2002 was a year of change. In spite of intensive marketing efforts, the economic slump pushed down ad sale profits a further CHF 11 million. On top of that, SonntagsBlick had the dubious privilege of welcoming a new competitor, whose presence soon made itself felt in our ad sales and circulation figures. Falling subscription and advertising rates were more cause for worry. Nevertheless, since Blick and SonntagsBlick have a great deal to offer their readers and advertising clients alike, the Blick Group chose to leave its rates unchanged. Readership figures that stayed at the customary high levels confirmed we made the right choice. To ensure that both titles will continue to be rated as Switzerland's top two newspapers, they each welcomed a new editor-in-chief.

When our New Media Department was discontinued, Blick Online was moved to the Newspaper Department on January 1, 2002. Its negative performance was reflected in the Newspaper Department's result, which declined by CHF 14 million, to CHF 201.7 million.



Snowman |  
Lenny Matteo Ulysses Schaich



Lenny Matteo Ulysses Schaich |  
Moana Tiffany Schaich



Moana Tiffany Schaich |  
Irène Schaich



Irène Schaich | The Bear of Grindelwald



# Magazines

In common with the whole of the Swiss magazine press, the Ringier Group's titles had to face severe economic pressure in 2002. Nevertheless, they stood up remarkably well, because the net results achieved in this sector of activity are higher than the figures reported for last year.

Despite the difficult economic climate, the Magazine Department has managed to stay creative. In the German-speaking part of Switzerland, two titles actually launched their new formulas on the market: Gesundheit Sprechstunde and Tele. Schweizer Illustrierte also premiered an innovative new supplement: "al dente, das Magazin für Geniesser", a co-branded venture with GaultMillau and Betty Bossi to accompany the "al dente" television programmes on the SF2 channel.

In the French-speaking part of the country, the television/cinema/multimedia magazine TV8 upgraded its scope by "going digital" with the 62-channel programme. Ringier Romandie also bought back Kids, the family leisure guide, and with L'Hebdo and edelweiss, it launched a new magazine for men called Type. In addition, specially-produced supplements to mark events such as the Olympic Games and the Football World Cup were inserted in all the titles.

Potential synergies between the country's two main language regions have been a particular focus of attention. This strategic axis represents a major competitive edge for Ringier, in terms of product diversification as well as the market for advertisers.

Turnover Magazines				Total in CHF million
2002	7.1	95.1	120.2	222.4
2001	9.8	99.5	120.7	230.0
2000	9.5	102.1	120.9	232.5

■ Sales  
 ■ Advertising revenues  
 ■ Various



The Bear of Grindelwald | Aleksandra Mir

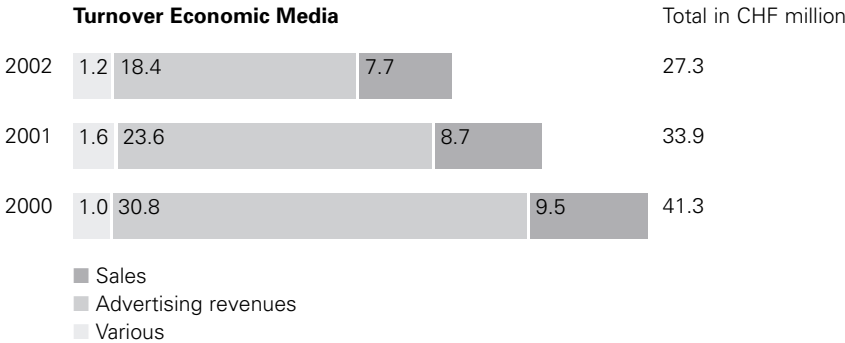


Aleksandra Mir | Alexandra Blättler

# Economic Media

In the year past, the Economic Media were hardest hit by the stock market slump and declining advertising sales. We too had to adjust cost structures to better weather these stormy economic times. But there is good news also: Cash continues as Switzerland's biggest business newspaper by far. And in spite of depressed markets, we last year launched two highly successful monthly supplements, Cash Value and Cash Enterprise.

Attesting to the growing need for business information on television, CASH-TV added nine percent to its viewers in 2002 – a record 140,000 viewer average per show. Our financial portal Borsalino also grew considerably, by 20 percent over 2001, to more than 120,000 users.



Alexandra Blättler | Gilbert Thiel



Gilbert Thiel | Silvia Pfenniger



# RingierTV

In 2002, RingierTV again expanded and strengthened its presence in Switzerland's television market. On SF2 and Sat.1 Schweiz, our health and medicine, business and consumers, cars and soccer, as well as food and lifestyle programs, were counted among the broadcasters' most successful.

PresseTV, of which we own 30 percent, extended its cooperation agreement with SRG – the Swiss Broadcasting Company – for another six years. We increased our share in the Teleclub pay TV channel from 25 to 33,33 percent. The channel's expanded digital programming went on cable beginning at year's end. Sat.1 (Schweiz) AG, which Ringier manages and of which it owns 50 percent, gained important market shares when it bought exclusive Swiss television rights to the Football World Cup 2002, held in Japan and Korea.



Silvia Pfenninger | Pascal Couchepin  
Pascal Couchepin | Adolf Ogi  
Adolf Ogi | Art Furrer



Art Furrer | Kurt Felix

Kurt Felix | Teleboy

# Ringier Europe

In 2002 we achieved an important objective: ending the year with the highest national circulation figure for all our tabloids. In fact, the readership of our four newspapers in foreign markets has reached 5.2 million.

Another spectacular climb occurred in the Czech Republic: in spite of a price hike, when Blesk's only competitor ceased publication, newsstand sales rose to 432,000 copies and produced higher-than-average capacity use at our Prague and Ostrava printing plants, with improved results at both facilities. What's more, our magazines matched last year's results, in spite of strong competitive activity.

In Slovakia, the Ringier-Gruner & Jahr partnership also produced positive results: the circulation of Slovakia's biggest daily by far, Novy Cas, was up, its women's and TV magazines had a re-launch, and the highly profitable book business was expanded further.

In spite of numerous tabloid competitors, Blikk's paid circulation figure surpassed the 200,000-copy threshold, to make the title Hungary's uncontested number one in the market for readers. On the other hand, ad sales declined at all quality titles in the country. Magyar Hirlap and Nepszabadsag (Ringier share 49.9 percent) were restructured and reorganized to better meet changed market conditions. Nemzeti Sport, a daily sports newspaper, was exceptionally successful as it quadrupled its cash flow.

For our Romanian publishing house 2002 went down as another highly successful year. Among the highlights were internal growth from the increasing circulation of Libertatea, now Romania's number one national daily; the launch of a Sunday edition; successful placement, by our business paper Capital, of its supplement Romania's 100 Richest People; relaunch of the women's publication Lumea Femeilor as a weekly and of the title Unica; external growth through the takeover of the magazines TV Satelit and Tele Magazin; and the purchase, on February 1, 2003, of Pro Sport, the country's leading sports daily.



Teleboy | Max Sieber



Max Sieber | Suzanne Speich



Suzanne Speich | Tina Turner



Tina Turner | Elias Fröhlich



Elias Fröhlich | Ornella Muti



### Turnover Europe

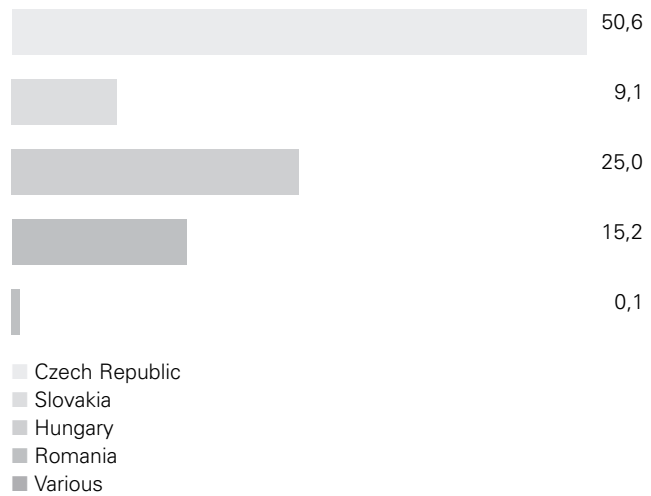
Total in CHF million

Year	Sales	Advertising revenues	Printing plant revenues	Various	Total
2002	8.5	16.5	59.1	83.5	167.6
2001	8.0	10.3	54.4	72.3	145.0
2000	11.2	8.3	52.0	68.2	139.7

- Sales
- Advertising revenues
- Printing plant revenues
- Various

### Sales shares Europe

in percent



- Czech Republic
- Slovakia
- Hungary
- Romania
- Various



Ornella Muti | Adriano Celentano



Petula Clark | Fred Astaire



Fred Astaire | Douglas Fairbanks Jr.



Douglas Fairbanks Jr. | Douglas Fairbanks

Adriano Celentano | Petula Clark

## So erlebte BLICK-Reporter Charlie Chaplin

Als Reporter traf Josef Rittler 1972 mit Charlie Chaplin zusammen. So erinnert er sich:

«Der Anlass war die Verleihung der (Lüchleiden Kamera) der Schweizer Presse-Fotografen an den grössten Filmstar aller Zeiten.

An einem sonnigen Mittag im Jahr 1972 wurden wir auf seinem Landsitz bei Vevey erwartet. Chaplin, tief in einen Wintermantel gehüllt, empfing uns auf dem Vorplatz. In langsamem Watschelgang, flankiert von seiner Tochter Geraldine, führte er uns zum Schwimmbad.

Die ersten Gedanken nahelten meine Sinne ein: Was gäbe das für ein Foto, Charlie am Pool-Rand?

Doch Chaplin erriet meine Gedanken, lichelte verschmitzt: (Ich bin sehr müde, habe eine anstrengende Zeit hinter mir.)

Etwa einen Monat vorher war er von seiner USA-Reise zurückgekehrt. Nicht weniger als 15 Morddrohungen wurden gegen den damals 83-jährigen ausgestossen.

Chaplin schien wieder meine Gedanken zu lesen: (Ich liebe die Schweiz, weil sie friedlich und schön ist – und weil man hier zwischen Blumen ungehindert spazieren kann.)

Sagte es und streichelte ein paar Blumen: (Hier am Genfersee werde ich sterben und begraben werden.) Dann nahm er mit einem Händedruck den Ehrenpreis, eine Uhr, in Empfang.

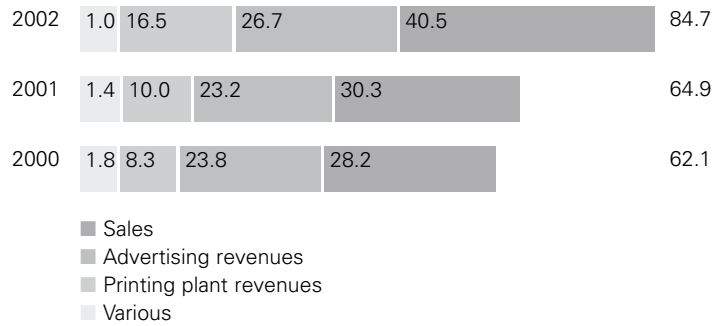
Seine eigene Uhr lief fünf Jahre später ab.»



● Mai 1972: BLICK-Reporter Josef Rittler fotografiert den alten Tramp Charlie Chaplin.

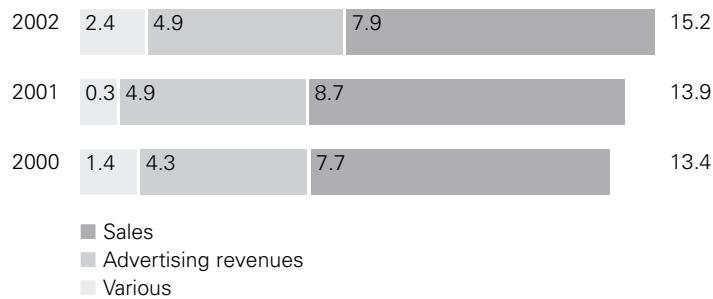
### Turnover Czech Republic

Total in CHF million



### Turnover Slovakia

Total in CHF million



Douglas Fairbanks | Domenico Boz

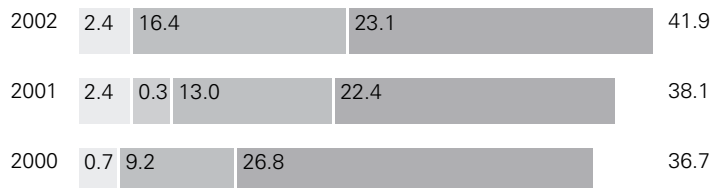


Domenico Boz | Charlie Chaplin

Charlie Chaplin | Josef Rittler

**Turnover Hungary**

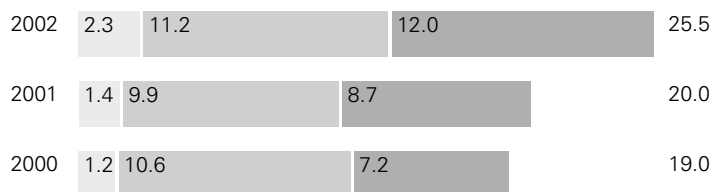
Total in CHF million



- Sales
- Advertising revenues
- Printing plant revenues
- Various

**Turnover Romania**

Total in CHF million



- Sales
- Advertising revenues
- Various



Josef Ritler | Emil Steinberger



Emil Steinberger | Franco Knie



Franco Knie | Rolf Knie



Rolf Knie | Little Ferry

# Ringier Asia

China is booming, with advertising sales growing by more than 30 percent last year. This extraordinarily well-performing growth market got an added boost from WTO membership and the new markets it opened up, the Chinese national soccer team's first-time participation in the world championship, the award of the 2008 Olympic Games to Beijing, and the 2010 World Exhibition to Shanghai. In short, it appears that our presence of many years in China is beginning to pay off. We are nevertheless keeping to our strategy of small steps, knowing the many potential pitfalls in a different culture, still fraught with legal uncertainty.

We currently publish 12 trade magazines in China, one more than in 2001, and, in cooperation with Chinese publishers, the region's biggest inflight magazine, serving 16 Chinese airlines, as well as China International Business, the nation's only English-language business magazine.

In the past year we also took over City Weekend Beijing, the leading guide to that city, and City Weekend Shanghai, second in that eastern Chinese city. In addition, we purchased Chiru Books, a Chinese travel guide series designed for local consumption.

Last November we launched Betty's Kitchen, our first consumer magazine in China. Published monthly with an edition of 200,000 copies, it is a Chinese adaptation of our widely read Betty Bossi Magazine.

Vietnam continued on its path of strong, steady growth throughout 2002. On the heels of the devastating terrorist attack in Bali, Vietnam emerged as Asia's safest country, recently generating a tourism boom that benefited all our titles there.



Little Ferry | Clown Lubino



Clown Lubino | Caroline Duss



Caroline Duss | Michel Jordi



Michel Jordi | Andy Warhol



**Turnover Asia**

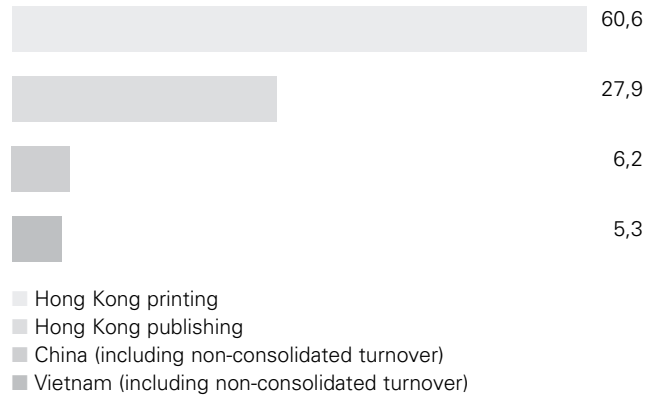
Total in CHF million

Year	Sales	Advertising revenues	Printing plant revenues	Various	Total
2002	1.6	27.2	16.7	0.9	46.4 (2.3*)
2001	2.6	23.7	15.6	1.5	43.4 (4.2*)
2000	1.8	32.8	13.4	1.3	49.3 (3.7*)

- Sales
- Advertising revenues
- Printing plant revenues
- Various
- \* non-consolidated

**Sales shares Asia**

in percent



Andy Warhol | Bruno Bischofberger



Bruno Bischofberger | Paulette Goddard



Paulette Goddard | Ray Millard

# Ringier Print

Our Print Department felt the effects of the economic slowdown as early as in the spring of 2002. In the summer months demand dropped massively, to rise only seasonally last fall. The Division concentrated on tight cost management and the implementation of medium-term projects. Four are deserving of particular mention:

In March, together with suppliers Koenig & Bauer AG, we presented Switzerland's first 48-page rotary offset press to invited clients and numerous representatives from Europe's printing industry. The second construction stage in Zofingen commenced in mid-year; installation of a second press started in January 2003. It is expected to go on stream this year in May. The first capacity decrease at the Winterthur printing plant took place in preproduction and sheet-fed offset machine printing. Planning for integration in Zofingen during the year of 2003 proceeded apace and our Adligenswil newspaper printing plant passed an international benchmark test with flying colors. The effort netted two awards for top quality in the fall of 2002 at IFRA.

The financial situation as a whole was not up to the previous year's standards. While turnover declined by a mere four percent, due to the integration of the Winterthur printing plant in mid-'01, exports were down 30 percent. Apart from currency fluctuations, Ringier Print also suffered the effects of extreme excess capacity. In Zofingen, printing of in-house publications accounted for 31 percent of output (2001, 32 percent), and for an unchanged 60 percent in Adligenswil.



Ray Millard | Jane Wyman



Jane Wyman | Ronald Reagan



Ronald Reagan | Doris Day



Doris Day | James Stewart



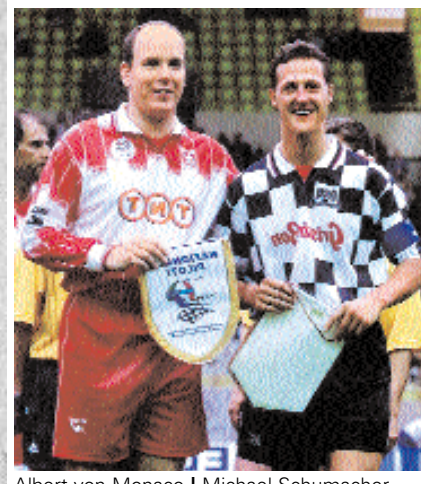
James Stewart | Grace Kelly

We did not manage to reach the previous year's results despite a massive economy drive. Only Adligenswil's decline was moderate. High added costs in Winterthur and job-cut-related, one-time costs in Zofingen and Winterthur further depressed results, not to mention a decline in printing rates and a pay rise of around 1,5 percent.

2003 will be marked by the commissioning of our second rotary offset press, the closing of the Winterthur printing plant at year's end and the transfer of printing orders to Zofingen.



Grace Kelly |  
Albert von Monaco



Albert von Monaco | Michael Schumacher

# Plant production

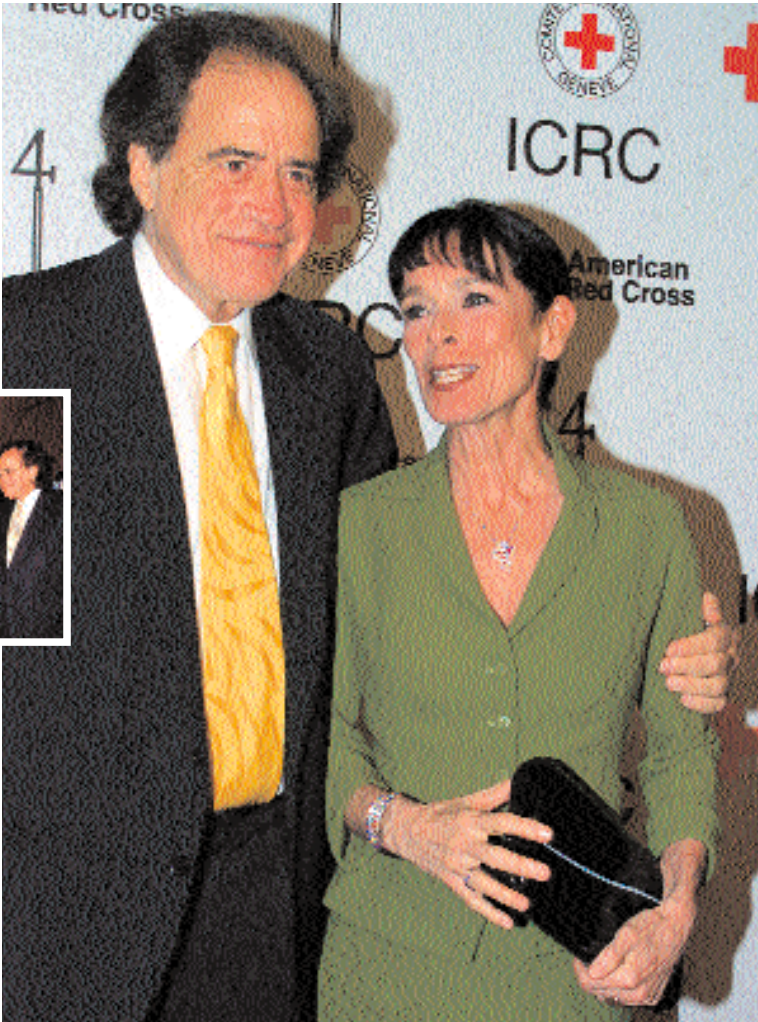
	2002	2001	2000
Total sales	379.1	396.9	365.6
Thereof job printing	239.0	243.4	208.5
Thereof Ringier products	140.1	153.5	157.1
Value added	207.6	213.6	198.6
Personnel costs	146.7	139.7	123.8



Michael Schumacher | Michel Comte



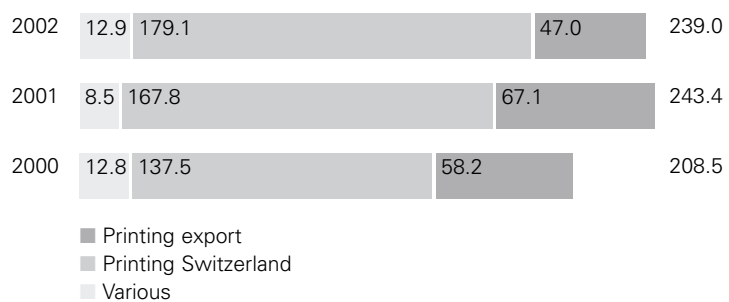
Michel Comte | Arthur Cohn



Arthur Cohn | Geraldine Chaplin

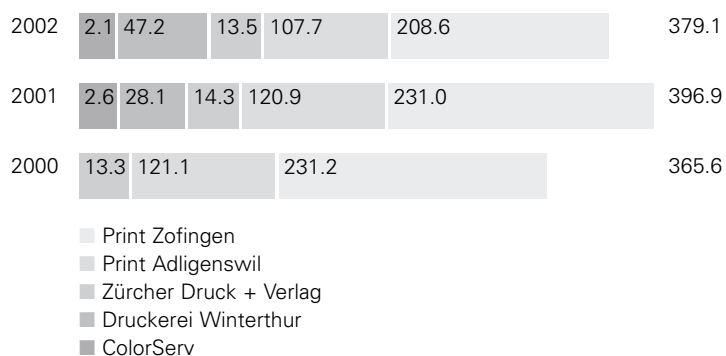
**Customer sales Printing**

Total in CHF million



**Total sales per location**

Total in CHF million



Omar Sharif | Willy Bogner

Geraldine Chaplin | Omar Sharif

# Human Resources

On January 1, 2002, the Ringier Group's Employee Benefits Foundation changed over from a performance to a contribution-based system. In 2001, for a number of reasons, a project had been initiated to end the pension fund bearing the biggest share of financing risks associated with salary increases. At the same time, the principle that economies not be made at the employees' expense was fully adhered to. Under the new system, employees may choose to retire between the ages of 59 and 65; men and women are subject to the same retirement-age-based conversion rate; savings and risk contributions depend on the individual's age; the insured may opt for a non-varying old age and spousal pension and, under a new life-partnership agreement, same-sex partners are now eligible for a life-partner pension.

In Newspaper Production at Ringier Print Adligenswil, 15 shift schedules for some 400 employees were modified to

- better balance work volume over time
- accommodate changing customer needs and order situations more flexibly
- reorganize shift work according to the new Labor Law
- optimize use of production facilities
- better accede to individual worktime requests and encourage employees to take on more responsibility
- maintain personnel cost neutrality.

At Ringier Publishing, delivery personnel were incorporated in an external distribution organization. This entailed more than 400 jobs being cut.



# Employee structure

	2002	2001	2000
Ringier Publishing	1433	1936	1856
Ringier Print Adligenswil	479	503	533
Ringier Print Zofingen	958	967	968
Zürcher Druck + Verlag	69	67	68
Betty Bossi Verlag	87	70	60
Druckerei Winterthur/ColorServ	258	370	–
<b>Ringier Switzerland</b>	<b>3284</b>	<b>3913</b>	<b>3485</b>
Switzerland	3284	3913	3485
Germany	–	20	20
Czech Republic	647	650	450
Slovakia	110	100	104
Hungary	737	750	590
Romania	254	230	230
Asia	387	416	305
<b>Ringier AG</b>	<b>5419</b>	<b>6079</b>	<b>5184</b>



# Ringier Management

## Ringier AG Owners

Evelyn Lingg-Ringier | Annette Ringier | Michael Ringier

## Ringier AG Board of Directors

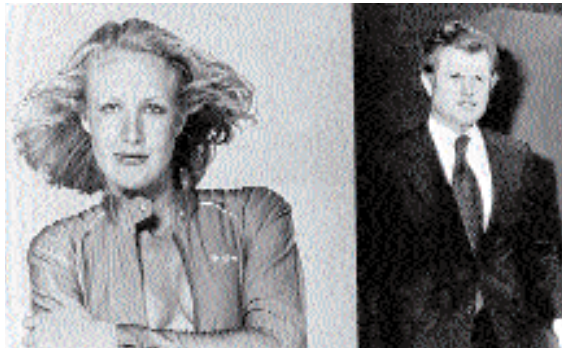
Dr. Uli Sigg Chairman | Michael Ringier Delegate | Oscar Frei Member

Jan O. Frøshaug Member | Dr. Hans-Olaf Henkel Member | Martin Werfeli Secretary

## Ringier AG Group Management

Michael Ringier President and CEO | Martin Werfeli Vice President, COO, Finance, Publishing Services, Technology & IT |

Gérard Geiger Magazines | Silvia Lepiarczyk Europe | Thomas Trüb Economic Media, Pacific | Bernhard Weissberg Newspapers



Suzy Chaffee | Ted Kennedy



John Eaves | Suzy Chaffee



**Ringier AG Management Departments**

Caterina Ammann Legal Department | Hans Jürg Deutsch Television | Eva Keller Corporate Communications |  
Jean-Luc Mauron Human Resources | Frank A. Meyer Publishing Ventures | Jacques Pilet Media Development

**Ringier Print Holding AG Board of Directors**

Michael Ringier Chairman | Peter Karlen Member | Martin Werfeli Member

**Ringier Print Holding AG Company Management**

Dr. Hans Jakob Strickler Ringier Print Holding AG and Ringier Print Zofingen AG | Karl Lehmann Ringier Print Adligenswil AG |  
Urban Möll Zürcher Druck + Verlag AG



Ted Kennedy Jr. |  
Hildegard Schwaninger



Hildegard Schwaninger |  
Alfonso Hohenlohe



Alfonso Hohenlohe | Hubertus Hohenlohe

Ted Kennedy | Ted Kennedy Jr.

# Major participations Switzerland

In 2002 we revised our New Economy portfolio. After acquiring the remaining share in Solothurn's Spielberg Institut AG, providers of stock market information to private investors in Switzerland at [www.borsalino.ch](http://www.borsalino.ch), we integrated it in our Economic Media Department. In August we sold our 30.34 percent minority holding in TopJobScout24 Schweiz AG, Uitikon, Switzerland, a web-based electronic job market, to the Scout24 Group of Baar, Switzerland. We also sold our 25 percent share in Netpooler AG, Mollis, Switzerland, to that firm's management.

Our involvement in Central Switzerland's regional newspaper market having lost its strategic importance, in April we sold our 49 percent share in Neue Luzerner Zeitung AG to AG für die Neue Zürcher Zeitung.



*Hubertus von Hohenlohe und Franz Klammer*  
Hubertus Hohenlohe | Franz Klammer



Franz Klammer | Niki Lauda



Niki Lauda | Clay Regazzoni

Addictive Productions AG, Zurich	100%
Druckerei Winterthur dw AG, Winterthur	100%
ColorServ AG, Winterthur	100%
Fastnet SA, St-Sulpice	100%
Investhaus AG, Zurich	100%
Mediamat AG, Zurich	100%
Rincovision AG, Zurich	100%
Ringier Print Adligenswil AG, Adligenswil	100%
Ringier Print Holding AG, Zurich	100%
Ringier Print Zofingen AG, Zofingen	100%
Zürcher Druck + Verlag AG, Zug	100%
Prevision AG, Zofingen	85%
SMI Schule für Medienintegration AG, Zofingen	85%
Betty Bossi Verlag AG, Zurich	50%
Sat.1 (Schweiz) AG, Zurich	50%
2R Media SA, Locarno	45%
Good News Productions AG, Zurich	44%
Teleclub AG, Zurich	33.33%
Pressevertriebs GmbH, Lucerne	33%
SMD Schweizer Mediendatenbank AG, Zurich	33%
PresseTV AG, Zurich	30%
PrintOnline AG, Schlieren	25%
Le Nouveau Quotidien ERL SA, Lausanne	20%
Schober Direct Media AG, Bachenbülach	20%
Radio Pilatus AG, Lucerne	18%



Clay Regazzoni | Günter Netzer



Günter Netzer | Köbi Kuhn



Köbi Kuhn | Cow

## Major participations Europe and Asia

Extending our partnership with Gruner + Jahr AG & Co., Hamburg, last March we acquired 49 percent of Bratislava's Novy Cas, publishers of Slovakia's leading daily newspaper. In the Czech Republic we added another 29 percent, for a total of 80 percent, to our share in Prague's Ceskoslovensky Sport s.r.o., purchased last year.

In the spring of 2002, we sold our 65 percent holding in Ringier Contractpublishing Ltd., Hong Kong, to its CEO. In Vietnam we sold our 70 percent share in preprint services provider Ringier-Thong Nhat Prepress Center Company Ltd., of Hanoi.



Cow | Dimitri



Dimitri | Josef Hack



Josef Hack | Lohimi



Lohimi | Ruedi Walter

B.V. Tabora, Amsterdam	100%
Halvidar B.V., Amsterdam*	100%
Ringier France SA, Paris	100%
Ringier Pacific Ltd., Hong Kong**	100%
Ringier Publishing GmbH, Munich	100%
Ringier Print (HK) Ltd., Hong Kong	100%
Ringier (Nederland) B.V., Amsterdam***	76,56%

\* publishing activities in Hungary and Romania

\*\* publishing activities in Asia

\*\*\* publishing activities in Czech Republic and Slovakia



Ruedi Walter | Snowman



Snowman | Esther Williams

# Publications and circulation

## Switzerland

\*circulation

Betty Bossi	916 072
Blick	292 292
Cash	60 606
dimanche.ch	** 67 700
edelweiss (French)	25 467
edelweiss (German)	*** 60 000
Gesundheit Sprechstunde	83 095
GlücksPost	168 737
il Caffè (free)	49 273
L'Hebdo	48 207
L'illustré	93 187
Montres Passion/Uhrenwelt	90 000
Schweizer Illustrierte	255 777
SonntagsBlick	312 312
Tele	214 214
TV täglich (supplement)	*** 1 229 931
TV8	53 268

\* WEMF 2003

\*\* Full run

\*\*\* not verified by WEMF

## Asia

circulation

### China

Betty's Kitchen	200 000
CAAC Inflight Magazine	420 000
China International Business	30 000
City Weekend	47 500

### Ringier Trade Publishing Ltd.

12 Trade magazines

### Vietnam

The Guide	30 000
Thời báo Kinh tế	38 000
Thời Trang Trẻ (New Fashion)	45 000
Tu vấn tiêu Dùng	35 000
Vietnam Economic Times	20 000



Esther Williams | Duke of Windsor



Duke of Windsor | Rose Kennedy



Rose Kennedy | Caroline Kennedy

**Central and Eastern Europe**

circulation

**Czech Republic**

abc	43 400
Blesk	432 000
Blesk Magazin	518 000
Nedelni Blesk	295 000
Reflex	65 000
Sport	60 000
Sport Magazin	61 000
tv plus	155 000
Tydenik Televize	195 000
tv revue	130 500

**Slovakia**

Euro Televizia	168 800
Eva	83 000
Novy Cas	154 000
Novy Cas vikend	210 600
Tele Magazin	65 000
Tvoja Rodina	63 000
Zivot	141 800

circulation

**Hungary**

Blikk	223 600
Magyar Hirlap	41 000
Magyar Hirlap Magazines	54 000
Nemzeti Sport	100 500
Nepszabadsag	202 000
TeleSzuper	265 000
Vasarnapi Blikk	184 600

**Romania**

Bravo	100 300
Capital	53 050
Libertatea	214 400
Libertatea Sunday	145 500
Libertatea Weekend	384 500
Lumea Femeilor	68 000
TVmania	165 300
TV Satelit	95 500
Unica	62 000



Haile Selassie | Rodolphe Rubattel

Jackie Kennedy | Haile Selassie

# Locations

## Switzerland

Ringier AG  
Dufourstrasse 23  
CH-8008 Zurich  
Phone +41 1 259 61 11  
Fax +41 1 259 86 35  
info@ringier.ch  
www.ringier.ch

Ringier Print Adligenswil AG  
Postfach 2469  
CH-6002 Lucerne  
Phone +41 41 375 12 53  
Fax +41 41 375 16 68  
marketingservice@ringier.ch  
www.ringierprint.ch

Ringier Print Zofingen AG  
Brühlstrasse 5  
CH-4800 Zofingen  
Phone +41 62 746 31 11  
Fax +41 62 746 36 16  
print.mkt@ringier.ch  
www.ringierprint.ch

Zürcher Druck + Verlag AG  
Riedstrasse 1  
CH-6343 Rotkreuz  
Phone +41 41 798 31 50  
Fax +41 41 798 31 55  
zdv@ringier.ch  
www.ringierprint.ch

Druckerei Winterthur dw AG  
Industriestrasse 8  
CH-8401 Winterthur  
Phone +41 52 235 71 71  
Fax +41 52 235 73 46  
info@dwag.ch  
www.dwag.ch

RingierTV  
Hagenholzstrasse 83b  
CH-8050 Zurich  
Phone +41 1 308 54 54  
Fax +41 1 308 54 40  
info@ringier.tv  
www.ringier.tv

## Central and Eastern Europe

Contact in Switzerland:  
Phone +41 1 259 63 38  
Fax +41 1 259 68 40  
suzanne.witschi@ringier.ch

## Czech Republic

Ringier CR a.s.  
Zerotinova 32  
CZ-130 00 Praha 3  
Phone +420 225 09 77 97  
Fax +420 267 09 77 18

Printing plants:  
Ringier Print s.r.o.  
Novinarska 1254/7  
CZ-709 70 Ostrava  
Phone +420 596 66 81 11  
Fax +420 596 62 64 37

Ringier Print Praha a.s.  
Cernokostelecka 145  
CZ-108 00 Praha 10  
Phone +420 225 28 32 03  
Fax +420 225 28 32 08



Rodolphe Rubattel | Henri Guisan



Henri Guisan



Henri Guisan | Otto Charles Bänninger



**Slovakia**

Euroskop-Ringier a.s.  
Prievozska 14  
SK-812 78 Bratislava  
Phone +421 258 22 71 11  
Fax +421 258 22 71 21

**Hungary**

Ringier Kiado Kft.  
Szuglo utca 83-85  
HU-1141 Budapest  
Phone +361 460 25 00  
Fax +361 460 25 01  
kiado@ringier.hu

**Romania**

Ringier Romania S.R.L.  
Fabrica de Glucoza nr. 5  
Sector 2, RO-Bucuresti  
Phone +401 203 08 00  
Fax +401 203 56 21

**Asia**

Contact in Switzerland:  
Phone +41 1 259 64 26  
Fax +41 1 259 86 86  
annemarie.dubs@ringier.ch

**China**

Ringier Pacific Ltd.  
6F, Right Emperor  
Commercial Bldg.  
122-124 Wellington Street  
Central, Hongkong  
Phone +852 2369 8788  
Fax +852 2869 5919  
contact@ringierpacific.com

Ringier Pacific Ltd. Beijing  
Representative Office  
10/F., Suite 1017, Tower 1  
Sun Dong An Plaza  
No. 138 Wangfuijing Dajie  
Beijing, 100006, P.R.C  
Phone +86 10 6528 1841  
Fax +86 10 6528 0152  
xlqin@public.bta.net.cn

Printing plant:

Ringier Print (HK) Ltd.  
11-13 Dai Kwai Street  
Tai Po, Industrial Estate  
Tai Po, N.T. Hongkong  
Phone +852 2660 2666  
Fax +852 2664 1993  
info@ringierprint.com.hk

**Vietnam**

Ringier Representative Office  
25, Thanh Mien street  
Dong Da district  
Hanoi, Vietnam  
Phone +84 4 77 61 660  
Fax +84 4 77 61 660  
ringier.sh@hn.vnn.vn



Otto Charles Bänninger | Sigmund Widmer



Sigmund Widmer | Hermann Hesse



Hermann Hesse | Thomas Mann



Thomas Mann | Emil Landolt



Emil Landolt | Ines Torelli

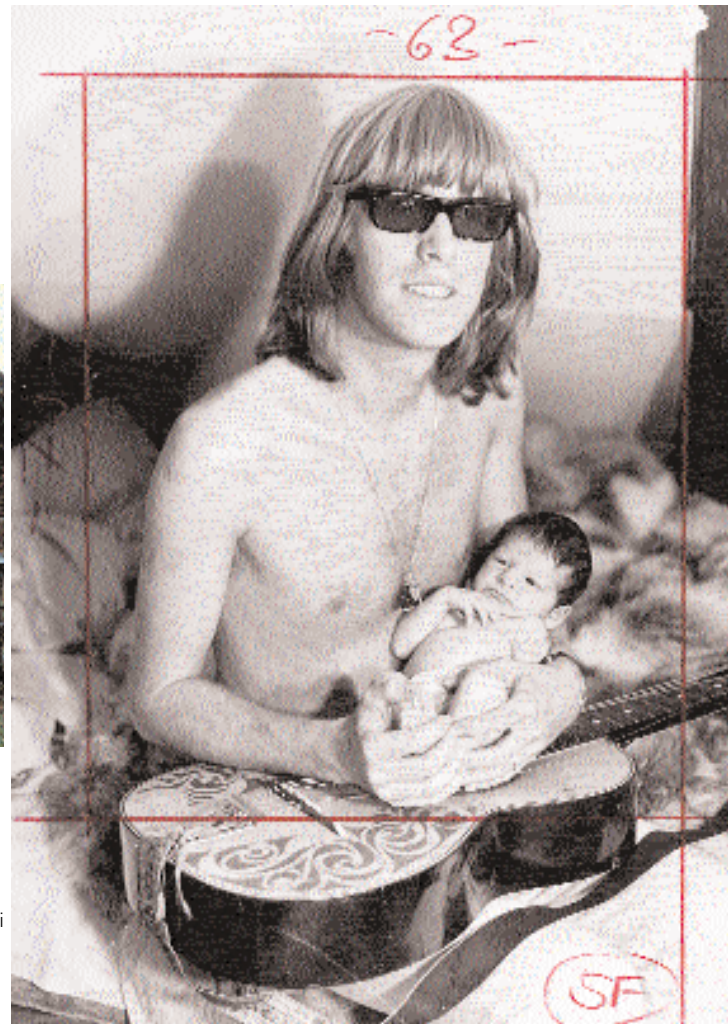
Ines Torelli | Chicken



Chicken | Polo Hofer



Polo Hofer | Toni Vescoli



Toni Vescoli | Natalie Vescoli



Natalie Vescoli | Vincent Vescoli



Vincent Vescoli | Lionel Lindt



Lionel Lindt | Nicolas Lindt



Nicolas Lindt | The Edge



The Edge | Bono



Bono | Jacques Chirac



Jacques Chirac | Bernadette Chirac



Bernadette Chirac | Indira Gandhi



Indira Gandhi | Juan Carlos di Borbone



Juan Carlos di Borbone | Salvador Dali



Salvador Dali | Ernst Fuchs



Ernst Fuchs | Mirja Sachs



Gunter Sachs | Brigitte Bardot



Brigitte Bardot | Seal

Mirja Sachs | Gunter Sachs





Seal | Prisca Wolfensberger



Prisca Wolfensberger | Myrta Bugini



Myrta Bugini | Fiona Römer

# Impressum

Published by | Ringier AG, Communication, Zurich

Project management | Myrta Bugini and Prisca Wolfensberger, Communication, Ringier AG

Curator | Beatrix Ruf

Work of art | Aleksandra Mir, New York, [www.aleksandramir.info](http://www.aleksandramir.info)

Assistance | Alexandra Blättler, Zurich

Visual concept and layout | Aleksandra Mir, Ines Häny, Schlumpf & Partner AG, Zurich

Contributions | Michael Ringier, Annette Ringier, Evelyn Lingg-Ringier, Roman Bargezi, Robin Lingg, Myrta Bugini, Elias Fröhlich, Nicolas Lindt, Lionel Lindt, Natalie Vescoli, Vincent Vescoli, Silvia Pfenninger, Moana Tiffany Schaich, Irène Gerda Schaich, Lenny Matteo Ulysses Schaich, Josef Ritler, Werner De Schepper, Elias De Schepper, Alex Capus, Prisca Wolfensberger, Emilie Lieberherr, Heidi Römer, Fiona Römer, Ernst Henri Schudel, Gilbert Thiel, Robert Treichler, Willy Bogner, Ernst Fuchs Privatstiftung, Dokumentationsbibliothek St. Moritz, Hulton Archive, Circus Knie, SF DRS, The Official Lynn-Holly Johnson web site

Translators | Susan Haynes and John Gonser, Avalon, Ireland

Proof readers | USG Co-Text, Zurich

Photo research | Roland Lüthi, Judith Murgeri, Ringier Dokumentation Bild (RDB), Zurich

Text research | Christian Jossi, Ringier Dokumentation Text (RDT), Zurich

Lithography | Electronic Image Processing (EBV), Ringier AG, Zurich

Printing | Zürcher Druck + Verlag AG, Rotkreuz

Bookbinders | Burkhardt AG, Mönchaltorf

The Ringier Annual Report is available in English, German and French.

Additional copies are available from:

Ringier AG, Communication, Dufourstrasse 23, CH-8008 Zurich

Phone +41 1 259 62 92, Fax +41 1 259 86 35

[info@ringier.ch](mailto:info@ringier.ch), [www.ringier.ch](http://www.ringier.ch)

Paper | Magno Pearl hochweiss 3fach gestrichen samtartig holzfrei chlorfrei

Zurich, April 2003

58



Fiona Römer | Heidi Römer



Heidi Römer | Evelyn Lingg-Ringier



Evelyn Lingg-Ringier | Roman Bargezi



Roman Bargezi | Robin Lingg

## Credits

### Cover

Ringier family

### 2-3

Evelyn Lingg-Ringier | Annette and Michael Ringier | RDB | Hulton Archive | RDB/ZDF | RDB/kpa

### 4-5

SI | RDB/DUKAS/SIPA | RDB | RDB/Reuters/Ian Waldie | RDB/Sport&General

### 6-7

RDB/defd | Hulton Archive | Hulton Archive | RDB/GRANITZ/DOWNIE | RDB/ Keystone/ Michael Kupferschmidt

### 8-9

RDB/Keystone | RDB/Blick/ Jürg Mosimann | RDB/SI/ Dölf Preisig | RDB/Reuters/ Ina Fassbender | RDB/AP/ Gert Eggenberger | RDB/ Reuters/Miro Kuzmanovic | RDB/AP/Doug Mills | RDB/ Reuters/Francois Lenoir

### 10-11

Werner de Schepper | Werner de Schepper | Werner de Schepper | RDB/SI/Hervé Le Cunff | RDB/kpa | Hulton Archive | RDB/Pressebilder- dienst Kindermann | RDB/ DUKAS/SIPA

### 12-13

RDB/SI/Siegfried Kuhn | RDB |

RDB | Robert Treichler | RDB/ Hipp-Foto | RDB/kpa

### 14-15

Blick

### 16-17

Emilie Lieberherr | RDB | RDB/ DUKAS/SIPA | RDB/DUKAS/ GAMMA | RDB/DUKAS/APIS | RDB/DUKAS/SIPA | RDB

### 18-19

RDB/Hipp-Foto | RDB/Telebunk | Hulton Archive | Artist's collection | The Official Lynn Holly Johnsonweb site | The Official Lynn Holly Johnsonweb site | RDB/Express Newspapers

### 20-21

RDB/SI/Boris Nizon | DUKAS/ SYGMA | RDB/DUKAS/ GAMMA | RDB | RDB/ GP/Siegfried Kuhn | RDB/ Reuters/Mike Theiler | RDB/ Keystone/EPA | RDB/ Pressens Bild

### 22-23

RDB/AP | RDB/Blick Sport/ Walter L. Keller | RDB/Blick Sport/Walter L. Keller | RDB/SI/ Philippe Dutoit | RDB/Giorgio Keller | RDB/Blick/Hans Krebs | RDB/Blick/Hans Krebs

### 24-25

Irène Schaich | Irène Schaich | Irène Schaich | Irène Schaich | Irène Schaich | Ringier/ Hans Friedli

### 26-27

Aleksandra Mir | Silvia Pfenniger

| Swiss Press/Adrian Mueller/ fabric studios | Reuters/ Monika Flückiger | RDB/SI/ Kurt Reichenbach | RDB/ Blick/Hans Friedli | RDB/SI/ Felix Aeberli

### 28-29

SF DRS | RDB/SI/Katja Grossi | RDB/Sobli/Laszlo Veres | Elias Fröhlich | Elias Fröhlich | SF DRS | RDB/SI/Reto Hügin | RDB/Keystone/Ursula Röhnert | RDB/ARD | Hulton Archive

### 30-31

Dokumentationsbibliothek St. Moritz | Dokumentations- bibliothek St. Moritz | Blick | Joseph Ritler | RDB/Blick/ Bruno Torricelli | Circus Knie | Circus Knie

### 32-33

Circus Knie | RDB/Blick/ Philippe Rossier | RDB/Sobli/ Bruno Torricelli | RDB | RDB/ SI/Reto Hügin | RDB/SI/Reto Hügin | Artist's collection

### 34-35

Artist's collection | RDB/kpa | Hulton Archive | RDB/Engel- meier | RDB/Telebunk | RDB/ SI/Siegfried Kuhn | RDB/AP/ Lionel Cironneau

### 36-37

RDB/Keystone | RDB/Sobli/ Bruno Torricelli | RDB/Reuters/ Fred Prouser | RDB/kpa | Willy Bogner

### 38-39

Willy Bogner

### 40-41

Willy Bogner | RDB/Daily Ex- press | DUKAS/SYGMA | RDB | RDB/DUKAS/SIPA | RDB/ Blick Sport/Walter L. Keller

### 42-43

DUKAS | RDB/Sven Simon | RDB/Blick/Gregor Fust | RDB/ Blick Sport/Roger Benoit | RDB/ Blick Sport/Walter L. Keller | RDB/SI/Bruno Voser

### 44-45

RDB/M. Frei/Felix Aeberli | Circus Knie | Circus Knie | RDB/ Blick/Hans Friedli | RDB/Blick/ Nelly Andris | Hulton Archive

### 46-47

Hulton Archive | Hulton Archive | RDB | Hulton Archive | RDB/Keystone/AFP | RDB

### 48-49

RDB | RDB | RDB | RDB/ Keystone/Photopress | RDB/ Blick/Candid Lang | Dokumen- tationsbibliothek St. Moritz

### 50-51

RDB | RDB/Sobli/Bruno Torricelli | RDB/SI/Kurt Reichen- bach | RDB/SI/Kurt Reichen- bach | RDB/Markus Giger | RDB

### 52-53

Natalie Vescoli | Natalie Vescoli | Nicolas Lindt | RDB/SI/Willy Spiller | RDB/Reuters/Ferran Paredes | RDB/DUKAS/SIPA

### 54-55

DUKAS/SYGMA | RDB/

PANA-INDIA | RDB/ASL | RDB/ Keystone/EPA | Ernst Fuchs Foundation

### 56-57

RDB/DUKAS/Angeli | RDB/ DUKAS/Gamma | RDB | DUKAS/SYGMA | Ringier/ Toini Lindroos | Ringier/ Werner Fischer | Ringier/Hans Friedli

### 58-59

Heidi Römer | Heidi Römer/ Evelyn Lingg-Ringier | Evelyn Lingg-Ringier | Evelyn Lingg-Ringier | Evelyn Lingg-Ringier



Robin Lingg | Eva Ringier



Eva Ringier | Hans Ringier

**HELLO** by Aleksandra Mir  
Ringier